

Statewide Lodging Performance by County First Quarter 2008

County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2008	% Change	2008	% Change	2008	% Change	2008	% Change	2008	% Change
Apache	49.2%	2.9%	68.06	11.5%	33.45	14.8%	43,882	3.0%	89,280	0.0%
Cochise	75.1%	-8.5%	69.26	10.8%	52.01	1.4%	188,499	2.8%	251,010	12.4%
Coconino	46.8%	6.1%	72.11	7.9%	33.74	14.6%	430,081	6.3%	919,108	0.2%
Gila	64.4%	-10.4%	68.85	6.0%	44.34	-5.1%	64,504	-6.9%	100,169	3.8%
Graham	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
Greenlee	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
La Paz	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
Maricopa	74.0%	-8.5%	162.77	8.0%	120.39	-0.8%	3,488,444	-5.8%	4,716,405	2.9%
Mohave	59.7%	2.4%	69.91	-1.1%	41.72	1.3%	227,419	2.1%	381,050	-0.3%
Navajo	56.4%	6.0%	57.22	5.6%	32.26	11.8%	164,192	5.9%	291,240	0.0%
Pima	73.3%	-7.3%	125.61	-0.8%	92.13	-7.9%	1,023,263	-5.4%	1,395,095	2.0%
Pinal	76.9%	-4.1%	93.87	5.2%	72.20	1.1%	100,862	-4.1%	131,130	0.0%
Santa Cruz	69.4%	-10.7%	75.45	4.4%	52.36	-6.8%	59,895	-10.7%	86,310	0.0%
Yavapai	60.1%	-4.1%	117.36	4.0%	70.52	-0.3%	249,369	-2.0%	415,020	2.2%
Yuma	73.6%	-15.3%	84.58	1.0%	62.22	-14.5%	211,618	1.5%	287,643	19.8%

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

N/A = Not Available

* % change compared to last year